

IN THE CLAIMS:

Please cancel Claims 41-60, without prejudice, and please add new Claims 61-80 as provided in the following Listing of Claims:

Listing of Claims:

Claims 1-60. (Canceled)

Claim 61. (New) A computer-implemented method, comprising:

storing information for effectuating an affiliated marketing relationship;

detecting an occurrence of at least one of a request for advertising space, a change in an offered price for an advertising space, a change in a term or a condition for an advertising offering, an advertisement debut, and an introduction of an advertisement or an advertising campaign;

generating a message with a processing device,

wherein the message contains information for effectuating an affiliated marketing relationship and information regarding the at least one of a request for advertising space, a change in an offered price for an advertising space, a change in a term or a condition for an advertising offering, an advertisement debut, and an introduction of an advertisement or an advertising campaign; and

transmitting the message to a communication device or a computer associated with a content provider or a user.

Claim 62. (New) The computer-implemented method of Claim 61, wherein the message is transmitted to the communication device or the computer in real-time.

Claim 63. (New) The computer-implemented method of Claim 61, further comprising:

processing information to establish the affiliated marketing relationship.

Claim 64. (New) The computer-implemented method of Claim 61, further comprising:

storing information regarding at least one of an advertisement space, an advertisement rate, a commission, a referral fee, and a term or condition of an advertisement offering;

receiving a query regarding an available at least one of an advertisement space, an advertisement rate, a commission, a referral fee, and a term or condition of an advertisement offering, wherein the query is transmitted from a second communication device or second computer associated with a merchant;

processing the query and generating a second message in response to the query, wherein the second message includes information regarding at least one of an advertisement space, an advertisement rate, a commission, a referral fee, and a term or condition of an advertisement offering; and

transmitting the second message to the second communication device or second computer associated with the merchant.

Claim 65. (New) The computer-implemented method of Claim 61, further comprising:

processing information regarding a purchase of an advertisement space or an advertisement service and an establishing of the affiliated marketing relationship.

Claim 66. (New) The computer-implemented method of Claim 61, further comprising:

processing information regarding a bid for an advertisement space or an advertisement service.

Claim 67. (New) The computer-implemented method of Claim 61, further comprising:

storing information regarding at least one of an advertisement space, an advertisement rate, a commission, a referral fee, and a term or condition of an advertisement offering;

receiving a query regarding an available at least one of an advertisement space, an advertisement rate, a commission, a referral fee, a term or condition of an advertisement offering, and an affiliated marketing relationship, wherein the query is transmitted from a second

communication device or second computer associated with a merchant;

processing the query and generating a second message in response to the query, wherein the second message includes information regarding at least one of an advertisement space, an advertisement rate, a commission, a referral fee, a term or condition of an advertisement offering; and

transmitting the second message to the second communication device or second computer associated with the merchant.

Claim 68. (New) The computer-implemented method of Claim 61, further comprising:

processing information regarding an auctioning of an advertisement space or an advertisement service.

Claim 69. (New) The computer-implemented method of Claim 61, further comprising:

determining a commission or a referral fee due under an affiliated marketing relationship.

Claim 70. (New) The computer-implemented method of Claim 61, wherein the message includes information regarding at least one of a past success rate of an advertisement and a success rate of the content provider.

Claim 71. (New) The computer-implemented method of Claim 64, wherein the second message includes information regarding at least one of a past success rate of an advertisement and a success rate of the content provider.

Claim 72. (New) The computer-implemented method of Claim 61, further comprising:

processing information regarding a web site or link visited, utilized, or navigated, by an individual or the user in connecting to a communication device or computer associated with a merchant.

Claim 73. (New) The computer-implemented method of Claim 61, further comprising:

administering a financial account for a merchant or the content provider.

Claim 74. (New) The computer-implemented method of
Claim 61, further comprising:

at least one of processing a financial transaction
for a merchant or the content provider, effectuating a payment
from a merchant to the content provider, and receiving a
payment on behalf of the content provider.

Claim 75. (New) The computer-implemented method of
Claim 61, wherein the message is transmitted on or over the
Internet or the World Wide Web.

Claim 76. (New) The computer-implemented method of
Claim 64, wherein the second message is transmitted on or over
the Internet or the World Wide Web.

Claim 77. (New) The computer-implemented method of
Claim 61, further comprising:

processing information regarding a transaction
pursuant to the affiliated marketing relationship;
generating a transaction notification report

containing information regarding the transaction and a commission or a referral fee due to the content provider; and

transmitting the transaction notification report to the communication device or computer associated with the content provider or the user.

Claim 78. (New) The computer-implemented method of Claim 77, wherein the transaction notification report includes at least one of a payment identifier, a credit card number, a charge card number, a debit card number, financial account identification information, and wire transfer information, for effecting payment of the commission or a referral fee to the content provider.

Claim 79. (New) The computer-implemented method of Claim 61, further comprising:

establishing the affiliated marketing relationship between the content provider and a merchant;

identifying the content provider involved in a transaction pursuant to the affiliated marketing relationship; and

providing notification to the content provider of the transaction.

Claim 80. (New) The computer-implemented method of Claim 79, further comprising:

determining a commission or referral fee due to the content provider; and

effecting a payment of the commission or referral fee to the content provider.